

**MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM**

**WINDOM PARK  
NEIGHBORHOOD  
ACTION PLAN**

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Windom Park  
Neighborhood Revitalization Program  
Neighborhood Action Plan

August 1, 1997

# Windom Park NRP Vision Statement

Windom Park — neat homes, lovingly maintained by their owners;  
vibrant local businesses, drawing from and giving back to the  
community; clean, safe streets inviting to both walkers and bikers;  
and a park providing refuge and focus for the community — a  
neighborhood people will eagerly choose to live their lives.

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## Neighborhood Profile

Windom Park is a neighborhood of about 80 blocks in Minneapolis' Northeast community. Its boundaries are Lowry Avenue on the north, 18<sup>th</sup> Avenue on the south, Central Avenue on the west, and New Brighton Boulevard on the east. Central Avenue, a State Highway and "spine" of Northeast, is a major commercial corridor and a shared boundary for seven Northeast neighborhoods. Johnson Street, with a mix of commercial and residential, and Stinson Parkway, a green way, both travel through the neighborhood. In 1990, there were 5,764 people living in 2,791 Windom Park households, making it the neighborhood with the largest population in the Northeast community.

In the neighborhood, you will find a diverse but aging mix of housing. Nearly half the residences were built before 1920 and only 6% were built after 1960. Almost 70% of the residential structures in the neighborhood are single family. Twenty-three percent are duplexes and the remainder are structures with three or more units. A total of 46% of Windom Park residents live in rental housing. This relatively high percentage is due in part to the senior high rise on Central Avenue and the cluster of multi-unit apartment buildings along 18<sup>th</sup> Avenue. Twelve percent (12%) of the residential structures in Windom Park are considered substandard, 2% over the City-wide average. Add to those the number of properties that lack full basements or were constructed from lower quality materials, and the neighborhood's housing faces a number of rehabilitation issues. While spread throughout the neighborhood, these properties occur more frequently closer to Central Avenue.

Nearly 20% of the population is under age 18, with a similar amount over age 65. Between 1980 and 1990, the neighborhood's Non-White population tripled, although the White population remained the majority with 93% of the total. More recently, the neighborhood has become home to an increasing number of Somalis and Native Americans. The neighborhood has a number of active block clubs and is the location of CCP/SAFE's bi-monthly block leader meetings. The neighborhood park is very active, has a strong youth sports focus, and is home to one of only eight all girls Minneapolis Park and Recreation hockey teams. Each May, Windom Park Citizens in Action holds its very popular Ice Cream Social, drawing people from other neighborhoods as well as from outside Minneapolis. The park building is housed in the same building as Pillsbury School, a math/science/technology magnet school. The new 2<sup>nd</sup> Precinct Police Station is also located in the neighborhood.

Dominating the topography of the neighborhood is the neighborhood park of the same name. A recent renovation of the park play area has not only improved the aesthetics but also its existing facilities. The neighborhood is bounded and sectioned by six heavily traveled streets, averaging over 11,000 vehicles per day. These streets also intersect at three busy entrances to the Northeast community. Windom Park is served by four local bus routes and two express routes which travel as far as Coon Rapids, New Brighton, 46<sup>th</sup> & Lyndale, Robbinsdale, and Roseville without having to transfer. While not home to any area manufacturing and not located on the Mississippi, both are important to the neighborhood because air and water pollution are not limited by lines drawn on maps.

On Central Avenue you will find most of the neighborhood's businesses. The intersection of Johnson Street and 22<sup>nd</sup> Avenue holds the other concentration of neighborhood businesses. Other businesses are scattered throughout the neighborhood. The commercial property, similar to the neighborhood's housing stock, is aging. There has been little new construction. The mixture of businesses has for the most part changed with the national trend toward a service orientation. Yet, there are a few restaurants and retail shops still in business. Neighborhood businesses on Central Avenue have "suffered" with the change in trends, which has prompted several bordering neighborhoods to begin working together for its revitalization. While not located within neighborhood boundaries, Windom Park is awaiting the construction of the Northeast Retail Project. The shopping complex will house Rainbow Foods, Target, Home Depot, Petsmart, and other retail outlets as well as provide a number of local jobs.

## Planning Process

Many months have passed since the neighborhood's planning efforts began. Being one of the last neighborhoods to enter the program, Windom Park formed a Transition Project Steering Committee and designed and implemented a Transition Fund (Residential Paint and Fix) project in the summer/fall of 1994. This \$200,000 project leveraged more than \$500,000 additional dollars, accelerated neighborhood investment, and generated interest in the NRP process. In spring/summer of the next year, the neighborhood drafted and signed its Participation Agreement and recruited members for the NRP Steering Committee.

People were invited to help "iron out" neighborhood problems the evening of the 1994 elections during an informal "Ironing Board" survey. Spontaneous comments were recorded and later categorized by theme. Similar spontaneous comments were solicited at the Central Avenue Parade during "Celebrate Northeast!" in July, 1995. The recurring themes from these two surveys were used as a basis for another more comprehensive poll of the neighborhood. In October '95, a survey was mailed to all households and followed-up with a door-to-door effort by volunteers to gather response cards. A special session was conducted at the Senior High Rise to survey all interested neighborhood residents living there. Overall, the response rate was nearly 18%. Overwhelmingly, the number one concern was housing conditions and ownership; closely clustered together as 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> place concerns were safety issues, rental property issues, and Central Avenue and its nearby housing. Based on this information, the NRP Steering Committee designed its First Step Plan — another housing improvement program. The neighborhood overwhelmingly ratified this program through a business reply postcard vote. With \$278,000 of NRP funds, the program resulted in additional private neighborhood investment totaling nearly \$550,000, as well as increased participation in the NRP planning process.

As the Steering Committee monitored the First Step project, a comprehensive survey was mailed to all households and rental property owners in the summer of '96. The results from an over 12% response rate further defined previously identified issues and pointed to new areas of concern. A

neighborhood-wide Town Meeting was held at the Senior High Rise in September '96. Survey results were presented and discussed. The issues were organized into housing; business; schools and parks; transportation; crime and safety, environment, youth and family, seniors and people with disabilities, diversity and community relations; and culture, arts, and entertainment. These categories were further organized into housing, business, social environment, and physical environment. Four NRP Design Teams were formed to take the planning process to the next level.

Recognizing that there has been lower than hoped representation from certain neighborhood populations in the surveys, tailored efforts have been designed to reach out to renters, rental property owners, business owner/operators, and commercial property owners. Doorknocking efforts have been utilized to reach renters and business owner/operators and planning information and short survey/comment forms have been mailed to rental and commercial property owners. Information from these efforts has proven to be unexpected at times, and has been incorporated into the neighborhood's Comprehensive Action Plan.

Kicking off the final planning push, two neighborhood-wide Town Meetings were held in February '97 at Pillsbury School. In turn, they focused on Housing & Business and Social & Physical Environments. Attended by more than 60 people, the meetings were an opportunity for the larger community to review, discuss, and edit the plan. Strategies were prioritized through a multi-vote process and the NRP Vision was developed. The intensive development of strategy details followed, resulting in a draft plan in early May. While the neighborhood's Comprehensive Action Plan makes its way through the administrative approval process, the neighborhood is involved in its own neighborhood approval through a business reply postcard and celebration planning for the '97 Ice Cream Social.

## Plan Overview

Now that the Comprehensive Plan is complete, its four main sections have finally coalesced. The strategies in each section support the fulfillment of not only that section in which they are contained, but all sections. The Windom Park Plan, like many others, dedicates a majority of its available funding to Housing issues. The neighborhood will strive for not merely housing stability, but vitality. Increasing the awareness of available funding and providing incentives for owners to improve their property, acting to prevent viable structures from becoming vacant/condemned, removing those few structures that are beyond help, assisting landlords in attracting and retaining responsible tenants, helping tenants hold irresponsible landlords accountable, and inviting renters to be owners are strategies found in this section. The Business section receives the second largest allocation. Strategies in this section seek to strengthen the business community through improvements to private and public space, support of large projects vital to neighborhood health, and improvement of aesthetic, health, and safety concerns. The strategies in the Social Environment section have been developed to fashion a tighter weave of the social fabric of the neighborhood. Since only 25% of neighborhood households have children and there is no community school, Windom Park has become the neighborhood's

common resource and refuge. Many of this section's strategies address the park — programming, safety, and appearance. Even though Pillsbury is a magnet program, the neighborhood is exploring ways to increase community access (after school programs and adult education classes) and receive benefit from its resources (enhanced computer lab). Increasing the number and activity of block clubs is seen as a key to forging connection between neighbors, as is making the entire neighborhood more aware of existing programs, events, services, and opportunities through the ongoing distribution of a Welcome Packet. The neighborhood would also like to increase community and cultural possibilities by participating in the establishment of a Northeast Community Center and the revitalization of the Hollywood Theater. With no imminent action on either of these, there are no specific commitments. Accomplishing this section, and the others to more or less extent, will require good old elbow grease and community organizing. Neighborhood health, aesthetics, livability are the hard to define intangibles that “make a house a home,” and are not ignored. The Physical Environment section seeks to humanize neighborhood streets and byways. Increasing the number of trees, making the streets safer for walkers and bikers, creating inviting gateways, reducing pollution, and not forgetting the alleys are all means to a clean and pleasant environment — essential for neighborhood health.

Recognizing that in order to accomplish all of this, Windom Park Citizens in Action will have to increase its day to day activities. To this end, the fifth section was developed. It is the goal of the Administration section to monitor the complex weave of goals, objectives, and strategies; coordinate and manage programs in order that they be implemented in the best interest of the neighborhood, seek additional funding for programs and projects; and above all, build neighborhood capacity to ensure stability and continuity in the implementation of this Comprehensive Plan.

Planning has taken much time and energy. Implementation will take more. But, implementation also brings with it new excitement and opportunities (and challenges). In order to successfully implement this plan — or any long range plan — it must be understood to be dynamic. As conditions in and around the neighborhood change, so too must the plan. Some issues may be resolved, others may arise. Both will necessitate strategy review and if necessary, modification. While we hope we have developed this plan to be able to simultaneously address neighborhood issues and be flexible enough to allow for change, we realize that many times small events can have great and unforeseen effects. Windom Park Citizens in Action will follow the NRP policy on changing approved action plans to guide the modification process should the need arise. Finally, we have put the sustainability of the neighborhood organization after NRP as paramount. After all, NRP is only a short term program in the life of each neighborhood, and \$2.8 million is not enough to “solve” the neighborhood's issues. Much effort will follow.



## Housing

### **Goal: Long term housing stability and vitality.**

#### **Objective A: Stabilize/Improve neighborhood housing stock.**

##### *First Step (completed)*

Provide matching grants to residential property owners regardless of income and without owner occupancy requirements. Larger grants will be established for geographic location(s) plagued by decay and urban blight.

**Partners:** Project for Pride in Living

**Funding:** NRP: \$278,000, Private Sources: \$550,000

**Timeline:** 1996 - 1997

**Contract Manager:** MCDA

#### **Strategy A.1. Provide incentives for neighborhood-wide property improvements.**

Implement a low interest revolving loan pool to fund property improvements throughout the neighborhood. Loans will be secured in some manner. Improvements that address health and safety issues (crumbling concrete steps, lead abatement, housing code violations, etc.) and those that address long term condition and soundness (energy efficiency improvements, electrical upgrades, roofs, etc.) will be eligible improvements under this program.

Additionally, a portion of the loan pool will be reserved for targeted properties — those classified as below average or substandard by the City Assessor. Loans for these properties will have a higher maximum. The neighborhood will develop a process for verification of and challenges to condition classification.

Currently, the neighborhood is exploring partnership options with area financial institutions in order to increase the overall amount of funds available for this program. Also, in order to facilitate more initial improvements, \$150,000 is "on loan" from the Physical Environment traffic control and bike lane projects strategy (Physical Environment C.3.). These funds will be originally loaned for home improvements and as they are paid back, they will be used for implementation of traffic control and bike lane projects. The neighborhood will work with all its partners to develop an acceptable process for identifying and tracking these funds.

**Partners:** Minneapolis Assessor, Local Banks

**Funding:** NRP: \$1,050,000 (\$200,000 reserved for targeted properties)

**Timeline:** 1998 - 2000

**Contract Manager:** MCDA

**Strategy A.2. Act to prevent vacant structures from becoming boarded/condemned.**

The neighborhood will make efforts to promptly identify vacant structures through block clubs, Citizen Inspectors, and other means and work with the property owner to identify reasons for it being vacant and rehabilitation needs. The neighborhood will then actively seek rehabilitation by area developers, MCDA, or private individuals (see Housing Strategy A.4.).

**Partners:** Neighborhood Block Clubs, Citizen Inspectors, Potential Developers, Housing Inspections, MCDA

**Funding:** \$0

**Timeline:** 1997 (ongoing)

**Contract Manager:** N/A

**Strategy A.3. Remove vacant/boarded/condemned structures that are financially unattractive for rehabilitation.**

The neighborhood will seek to have properties that are vacant, boarded, and condemned, not suitable for rehabilitation, and/or are located on unbuildable lots demolished. After demolition, the neighborhood will make its recommendation for reuse (e.g. new construction, side yard, etc.).

Currently the neighborhood has several boarded properties, one of which has been boarded for at least four years. The neighborhood will work with Housing Inspections to evaluate the. Based on the evaluation, the neighborhood will work for their demolition or will refer them for rehabilitation (see Housing Strategy A.4.). To facilitate the removal of buildings added to the City's '249' list, the neighborhood will contribute to the cost of demolition (up to \$5,000 per year), provided the City matches the neighborhood's contribution on at least a one to one basis.

The housing programs developed in this plan focus on rehabilitation and prevention of the factors necessary to "create" a boarded house. While aware of the Memorandum of Understanding between the neighborhoods and the City regarding partnering on the demolition costs of '249' properties, the neighborhood will not use NRP funds to demolish properties that were boarded before that date. The neighborhood will be open to looking at other alternatives as they may arise.

To restate for clarity sake: The neighborhood will partner with Minneapolis Inspections to have existing '249' properties that were boarded after April 26, 1996 demolished. The neighborhood will also partner with Minneapolis Inspections to demolish any future properties added to this list. The neighborhood will dedicate \$5,000 per year for the next five years provided the City matches these funds on at least a 1:1 rate. The neighborhood is NOT "requesting" Housing Inspection bear any other burden than this.

**Partners:** Housing Inspections

**Funding:** NRP: \$25,000, City of Minneapolis: \$25,000 (minimum)

**Timeline:** 1998 - 2002

**Contract Manager:** Inspections

**Strategy A.4. Provide for the rehabilitation of select properties.**

The neighborhood will assist the owners of property that needs considerable work to find financing for improvements (see Housing Strategies A.1., B.2., and C.1.). If the property is vacant and/or tax forfeit and the neighborhood wishes it preserved (due to architectural significance, potential positive effect on surrounding property, desires of area block club, etc.), the neighborhood will notify the MCDA and area developers of the property and work for its inclusion in programs/projects.

To facilitate rehabilitation of properties the neighborhood would like to see saved and that have been "turned down" by others, the neighborhood will establish a "last chance" rehabilitation pool. The priority will be on low/zero interest loans, but the neighborhood will consider grants as a last resort and only in conjunction with matching funds. NRP funds will be used to provide "last dollar in" gap financing. Neighborhood funds will only be able for "brick and mortar" work versus "cosmetic" (e.g electrical upgrade versus new carpet). The neighborhood anticipates being able to participate in two projects per year for five years.

Partners: Potential Developers

Funding: NRP: \$300,000

Timeline: 1998 - 2002

Contract Manager: MCDA

**Strategy A.5. Increase citizen involvement in maintaining housing stock.**

The neighborhood will seek to involve neighborhood residents in maintaining the neighborhood's housing. The neighborhood's Citizen Inspector program will continue to be supported. Block Clubs will be invited to identify vacant and "distressed" properties as well help determine a property's disposition. Additionally, the neighborhood will examine implementing a youth employment program as means to maintain and enhance yards.

Partners: Neighborhood Residents

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Strategy A.6. Work for the creation of buildable sized residential lots.**

When an unbuildable lot becomes vacant through property demolition, fire, or other means, and there is no indication that the property will be rebuilt, the neighborhood will request that the lot be converted to side-yards for bordering property. The neighborhood will contact and work with bordering property owners, owner of the lot, and the Minneapolis Community Development Agency (MCDA) to accomplish this. All associated fees will be the responsibility of the MCDA and/or the new property owner.

**Partners:** Private Property Owners, MCDA

**Funding:** \$0

**Timeline:** Ongoing

**Contract Manager:** N/A

**Objective B: Promote Owner Occupancy.****Strategy B.1. Increase owner occupancy of rental property.**

The neighborhood will sponsor classes on the advantages and responsibilities of being an owner occupant of rental property. These classes will include, at least, information about leases, tenant/landlord rights, and a session where potential owners can be pre-qualified.

Additionally, the neighborhood will create a delayed repayment revolving loan pool to provide down payment assistance and property improvement financing for individuals purchasing a non-homesteaded rental property. Applicants will be required to be pre-qualified for a mortgage and have completed a "landlord education" program. Those using NRP funds for down payment assistance will be required to complete some improvements to the property.

The neighborhood would like to participate in 50 projects in five years. Individual loans are not expected to be greater than \$5,000 per property. The neighborhood will set aside enough funds for approximately 30 projects. The remainder will be funded by revolved funds. Loan payments will be delayed for a number of years or until the property title is transferred, whichever comes first. Various repayment options are being explored.

The neighborhood hopes to leverage significant private investment through this program.

**Partners:** Private Home Buyers, MCDA, third party program administrator (?)

**Funding:** NRP: \$150,000 (revolving loan fund), Private Investment: \$3,500,000

**Timeline:** 1998 - 2000 (continuing)

**Contract Manager:** MCDA

**Strategy B.2. Convert modified properties back to single family use.**

Property conversion will be an eligible "improvement" for targeted properties in the neighborhood's home improvement program (Strategy A.1.).

See Strategy A.1.

**Objective C: Promote neighborhood housing and neighborhood-based programs and housing programs of other organizations.**

**Strategy C.1. Assist home/property owners and potential home buyers in finding potential sources of financial assistance.**

The neighborhood will continue to include summaries of available MCDA programs in its newsletter, and will publicize the Northeast Home Ownership Resource Center and the services it offers.

Partners: N/A

Funding: \$0

Timeline: 1997 (ongoing)

Contract Manager: N/A

**Strategy C.2. Market Windom Park housing and housing programs through various media.**

The neighborhood will actively market both its rental and owner occupied housing and housing related programs through methods that include but are not limited to targeted newspaper advertisements, video production, and brochures to area Realtors.

Partners: Minneapolis Public Affairs

Funding: Windom Park NRP: \$10,000

Timeline: 1998 - 2000

Contract Manager: Public Affairs

**Objective D: Review neighborhood zoning and land use.**

**Strategy D.1. Bring zoning and land use into agreement, achieve appropriate densities, provide buffers between disparate land uses, and achieve changes that are consistent with the neighborhood's character and long term goals.**

The neighborhood, through Windom Park Citizens in Action, will work with the Minneapolis Planning Department to complete a comprehensive review of neighborhood zoning and land use; help define the neighborhood's long term development goals; and make changes that will meet those goals as well as address buffering, residential density, and character issues. The purpose of this is to have a neighborhood plan that fits with the overall City plan.

Partners: Planning

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Objective E: Encourage well maintained/managed rental property.**

**Strategy E.1. Help landlords/rental property managers attract and retain responsible tenants.**

The neighborhood will help landlords/rental property owners attract and retain responsible tenants by 1) including neighborhood rental housing in the neighborhood's marketing strategy (Housing Strategy C.2.), 2) providing incentives for rental property owners to improve their properties (Housing Strategy A.1.), and 3) working with CCP/SAFE and other organizations to coordinate classes on management issues and to increase the awareness of information sources (e.g. Minnesota Multi Housing, etc.).

The neighborhood does not intend to, and will not make, referrals to or endorsements of any particular landlord/property manager or potential tenant. The neighborhood merely wishes to act as an information clearing house.

Partners: CCP/SAFE, other information providers

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Strategy E.2. Increase awareness of landlord/tenant rights and responsibilities.**

The neighborhood will increase awareness of this issue by including resource references in its newsletter, maintaining a landlord/tenant resource file, and providing referrals to related organizations (e.g. Minnesota Multi Housing, Minneapolis Tenants Union, Minneapolis Tenant/Landlord Assistance Office, etc.).

Partners: N/A

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Strategy E.3. Empower tenants relating to rental property management/maintenance issues.**

This strategy will be accomplished through the same means as E.2. above. Information about Minneapolis Housing Inspections, Minneapolis Mediation Project, etc. will be included.

Partners: N/A

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

# Housing

## Summary of 1996 - 2000 NRP Funding

[\$\$ in 000's]	1996	1997	1998	1999	2000	2001	2002	TOTALS
First Step	278	0	0	0	0	0	0	278
A.1. Property Improvement	0	0	630	420	0	0	0	1050
A.2. Condemnation Prevention	0	0	0	0	0	0	0	0
A.3. Property Demolition	0	0	5	5	5	5	5	25
A.4. "Last Chance" Rehabilitation	0	0	60	60	60	60	60	300
A.5. Citizen Involvement	0	0	0	0	0	0	0	0
A.6. Buildable Size Lot Creation	0	0	0	0	0	0	0	0
B.1. Increase Owner Occupancy	0	0	72	47	31	0	0	150
B.2. Property Reconversion		See Strategy A.1.						
C.1. Improvement/Buyer Financing Assistance	0	0	0	0	0	0	0	0
C.2. Housing/Program Marketing	0	0	5	3	2	0	0	10
D.1. Zoning/Land Use Changes	0	0	0	0	0	0	0	0
E.1. Landlord/Manager Assistance	0	0	0	0	0	0	0	0
E.2. Tenant/Landlord Rights/Responsibilities	0	0	0	0	0	0	0	0
E.3. Tenant Empowerment	0	0	0	0	0	0	0	0
Housing Totals	278	0	772	535	98	65	65	1813



## Business

### **Goal: Support and enhance the vitality of local businesses.**

#### **Objective A: Improve commercial corridors.**

##### **Strategy A.1. Develop a comprehensive, multi-neighborhood revitalization/redevelopment plan for Central Avenue.**

The neighborhood is currently participating in a collaborative effort with other northeast neighborhoods; organizations; City, County, and State Departments; business owners; and others in examining past, present, and future uses of Central Avenue. The firm of Miller, Hanson, Westerbeck, and Berger Inc. has been hired to help develop a comprehensive plan for Central Avenue which focuses on economic development, addresses potential housing impacts on and immediately behind Central Avenue, and urban design.

**Partners:** Audubon Neighborhood Association, Logan Park Neighborhood Association, Holland Neighborhood Improvement Association, Northeast Business Association, Northeast Economic Development Council, MCDA, Hennepin County, et al.

**Funding:** Windom Park NRP Transition Funds: \$10,000, Audubon Neighborhood Association NRP: \$10,000, Holland Neighborhood Improvement Association NRP: \$10,000, Logan Park NRP: \$10,000, Northeast Business Association: \$8,000, Minnegasco Foundation: \$2,000, Norwest Bank Foundation: \$20,000, First Bank System Foundation: \$17,500

**Timeline:** Present

**Contract Manager:** MCDA

##### **Strategy A.2. Develop a design plan for Johnson Street.**

Organize a planning group consisting of property owners, business owners, neighborhood organizations, and appropriate City agencies to develop a consistent design plan for Johnson Street that addresses business vitality, residential stability, and pedestrian/traffic issues. Other Business strategies will be utilized to implement plan recommendations (e.g. C.1., D.1., F.1., and F.2.).

**Partners:** Planning, Other Neighborhoods, Businesses, Residents

**Funding:** \$0

**Timeline:** 1997

**Contract Manager:** N/A

**Objective B: Review neighborhood zoning and land use.**

**Strategy B.1. Bring zoning and land use into agreement, achieve appropriate densities, provide buffers between disparate land uses, and work for changes that are consistent with the neighborhood's character and long term goals.**

The neighborhood, through Windom Park Citizens in Action, will work with the Minneapolis Planning Department to complete a comprehensive review of neighborhood zoning and land use; help define the neighborhood's long term development goals; and work for changes that will meet those goals as well as address buffering, residential density, and character issues. The purpose of this strategy is to have a neighborhood plan that will fit with the overall City plan.

Partners: Planning

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Objective C: Support the reuse/renovation/demolition of vacant and/or underutilized commercial property.**

**Strategy C.1. Establish a property acquisition/demolition fund.**

The neighborhood will set aside NRP funds to be used to acquire/demolish vacant and/or underutilized commercial property. The redevelopment plan for Central Avenue (Business Strategy A.1.) will be used to help determine which affected properties "receive" funding. For properties not located in the Central Avenue plan boundaries, the neighborhood will work with the MCDA to evaluate properties on a case by case basis. In all cases, projects will have a reuse approved by the neighborhood. Neighborhood NRP funds are contingent upon matching funding from other sources. In the case of acquisitions, the neighborhood will not own the property(ies).

Partners: Central Avenue Plan, MCDA

Funding: NRP: \$200,000 (Early Access), Other Sources: \$200,000 (minimum)

Timeline: 1997

Contract Manager: MCDA

**Strategy C.2. Establish a business marketing fund.**

To attract businesses identified in other planning efforts (Business Strategies A.1. and E.1.) the neighborhood will set aside funds to be used for marketing endeavors. Options to be explored include, but are not limited to: marketing brochures, video production, paid advertisements, etc.. The neighborhood will work with Public Affairs and other organizations (e.g. Northeast Business Association) to accomplish this strategy. Neighborhood NRP funds are contingent on a matching source.

Partners: Minneapolis Public Affairs, et al.

Funding: NRP: \$5,000 (Early Access), Other Sources: \$5,000

Timeline: 1997

Contract Manager: Public Affairs

**Strategy C.3. Support developments that will positively contribute to the neighborhood and facilitate other plan strategies.**

The neighborhood will establish a commercial development revolving loan pool to be used for commercial, housing, industrial, and mixed used developments. Loans from this pool will be for a minimum of \$30,000 and a maximum of \$100,000.

It is the neighborhood's intent to protect this pool from administrative costs and inflation. Therefore, interest on loans from this pool will be at least equal to administration plus inflation over a 5-15 year period. Individuals or businesses making payments on a business improvement loan (strategy F.1.) will not be eligible for participation in this program.

Further, the neighborhood will require a fully funded development plan (that is, NRP funds are to be "last dollar in") and a business/operating plan approved by both the neighborhood and MCDA.

Partners: Various

Funding: NRP: \$200,000 (revolving loan fund) (Early Access)

Timeline: 1997 (continuing)

Contract Manager: MCDA

**Objective D: Support capital improvements to commercial areas.****Strategy D.1. Establish a capital improvement fund.**

The neighborhood will set aside NRP funds to be used for capital improvements to commercial areas throughout the neighborhood (Business Strategies A.1. and A.2.). Neighborhood funds will be used for improvements to public space (i.e. streetscapes, including lighting), and are contingent on private investment by affected properties (assessments) and/or other sources of at least 50% of costs.

**Partners:** Property Owners, MCDA, Public Works

**Funding:** NRP: \$130,000 (Early Access), Other Sources: \$130,000 (minimum)

**Timeline:** 1997

**Contract Manager:** Public Works

**Objective E: Promote neighborhood use of local businesses.****Strategy E.1. Identify and fill gaps in local service/retail business market.**

Windom Park Citizens in Action will survey neighborhood residents, business owners and their employees to identify 1) specific types of businesses that they feel are missing in the local market, 2) those businesses they would support (by direct patronage or indirectly by being a complimentary business — e.g. a dress shop next to a tailor), and 3) other issues affecting this relationship (e.g. hours of operation). Information gathered from the Central Avenue plan will be used to assist this process if applicable (e.g. market analysis). The neighborhood will then develop a marketing program targeted at these types of businesses (see Strategy C.2.).

**Partners:** Local Businesses

**Funding:** \$0

**Timeline:** 1997

**Contract Manager:** N/A

**Strategy E.2. Increase awareness of neighborhood business variety.**

The neighborhood will include a business directory in its Welcome Packet (See Social Environment Strategy A.3.).

Partners: Local Businesses

Funding: N/A

Timeline: Ongoing

Contract Manager: See Social Environment Strategy A.3.

**Objective F: Provide incentives for the improvement of neighborhood businesses.****Strategy F.1. Establish a business improvement fund.**

NRP funds will be used to expand and enhance the NRP/MCDA 2% loan program model (Lyndale Model — a ⅓ from the neighborhood at 0%, a ⅓ from MCDA at 2%, and a ⅓ from a private lender at market rate). NRP funds will be used to lower the loan interest rate. Loan repayments will replenish the pool. The neighborhood will work with the MCDA to finalize funding levels and guidelines, with a maximum application of \$30,000 and allowing interior and exterior improvements as starting points.

Individuals or businesses repaying a development loan (strategy C.3.) will not be eligible to participate in this program.

Partners: Private Individuals/Businesses, MCDA, Participating Lenders

Funding: NRP: \$100,000 (Early Access), MCDA: \$100,000 (within existing budget), Participating Lenders: \$100,000 (anticipated)

Timeline: 1997 (continuing)

Contract Manager: MCDA

**Strategy F.2. Publicize available business improvement programs.**

The neighborhood will highlight available business improvement/development programs in its quarterly newsletter, the *Windom Park Window*.

Partners: N/A

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Objective G: Improve the "image" of Central Avenue.****Strategy G.1. Work for the prompt removal of graffiti and trash, and more frequent street sweeping.**

Work with businesses, residents, and others to facilitate the reporting and prompt removal of graffiti (see Physical Environment Strategy B.1.) and to emphasize the impact personal efforts to keep the Avenue clean can have on its image. Further, the neighborhood will work with Public Works and the Central Avenue Special Service District to explore increasing the number of scheduled street sweepings.

When appropriate, other Business strategies will be utilized to accomplish this strategy (e.g. Strategy D.1.).

Partners: Local Businesses, Residents, and Public Works

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Strategy G.2. Enhance police presence on Central Avenue.**

Work with the 2<sup>nd</sup> Precinct and City prosecutors to maintain and increase the effectiveness of the Zero-Tolerance Zone at Central and Lowry. Additionally, the neighborhood will work with other affected neighborhoods and local businesses to augment the existing buy-back beat patrols in the Zero-Tolerance Zone. Windom Park will dedicate NRP funds to assist in the multi-neighborhood "buy-back" of extra shifts per week during the summer for three years.

Partners: Other Neighborhoods (e.g. Audubon Park, Holland, and Logan Park), Local Businesses, and Minneapolis Police (2<sup>nd</sup> Precinct)

Funding: NRP: \$30,000 (Early Access), Other Sources: \$60,000 (estimate)

Timeline: 1997

Contract Manager: Minneapolis Police Department

**Objective H: Maintain a high degree of accessibility to neighborhood businesses.**

**Strategy H.1. Work to ensure local businesses have appropriate amount of accessible and safe parking for patrons and employees.**

Work with local businesses and City agencies to determine parking issues and potential solutions. The Central Avenue plan will be used to address this issues for businesses in the plan boundaries. As appropriate, other Business strategies will come into play (e.g. zoning/land use, property acquisition/demolition).

Partners: Local Businesses, Planning

Funding: N/A

Timeline: Ongoing

Contract Manager: N/A

**Strategy H.2. Seek stricter enforcement in parking zones.**

Work with police to determine how enforcement can be increased for vehicles violating parking zone limits. Additionally, the neighborhood will periodically assess enforcement and communicate its findings to the police department.

Partners: Minneapolis Police

Funding: Minneapolis Police (existing budget)

Timeline: Ongoing

Contract Manager: N/A

**Objective I: Support neighborhood home-based businesses.**

**Strategy I.1. Develop business programs to ensure the needs of neighborhood home-based businesses are met.**

Identify neighborhood home-based businesses, conduct a survey to determine their needs, and develop appropriate business programs (e.g. business improvement fund) that are flexible enough to meet identified needs.

Partners: N/A

Funding: \$0

Timeline: 1997 (ongoing)

Contract Manager: N/A

## Business

### Summary 1996 - 2000 NRP Funding

[\$\$ in 000's]	1996	1997	1998	1999	2000	2001	2002	TOTALS
A.1. Central Avenue Plan	0	0	0	0	0	0	0	0
A.2. Johnson Street Plan	0	0	0	0	0	0	0	0
B.1. Zoning/Land Use Changes	0	0	0	0	0	0	0	0
C.1. Building Acquisition/Demolition Fund	0	200	0	0	0	0	0	200
C.2. Business Marketing Fund	0	5	0	0	0	0	0	5
C.3. Large Development Loan Fund	0	200	0	0	0	0	0	200
D.1. Capital improvement Fund	0	130	0	0	0	0	0	130
E.1. Fill Service/Retail Market Gaps	0	0	0	0	0	0	0	0
E.2. Increase Awareness of Businesses	0	0	0	0	0	0	0	0
F.1. Business Improvement Loan Fund	0	100	0	0	0	0	0	100
F.2. Program Publicity	0	0	0	0	0	0	0	0
G.1. Cleaner Central Avenue	0	0	0	0	0	0	0	0
G.1. Police Presence	0	30	0	0	0	0	0	30
H.1. Parking Level Advocacy	0	0	0	0	0	0	0	0
H.1. Parking Enforcement	0	0	0	0	0	0	0	0
I.1. Home-Based Business Support	0	0	0	0	0	0	0	0
<b>Business Totals</b>	0	665	0	0	0	0	0	665



## Social Environment

**Goal: Create a stronger, more active community.**

**Objective A: Increase awareness and diversity of programs and activities in the neighborhood.**

**Strategy A.1. Support a multi use community center (including fitness, day care, social facilities, etc.)**

Windom Park Citizens in Action will participate in the exploration and development of a multi-use community center for Northeast Minneapolis. Currently, several neighborhoods, East Side Neighborhood Services, Salvation Army, and others are engaged in this discussion. The neighborhood representative will work to ensure the needs and desires of Windom Park are heard and addressed. Some previously identified services include: a drop in day care, fitness center, co-located social service facilities, swimming pool, and a gymnasium.

The neighborhood will utilize appropriate Business strategies to facilitate the completion of this strategy.

**Partners:** Holland Neighborhood Improvement Association, Eastside Neighborhood Services, YWCA, Salvation Army, et al.

**Funding:** See Business Strategies (particularly C.1., C.3., and D.1.)

**Timeline:** 1998

**Contract Manager:** See Business Strategies

**Strategy A.2. Ensure there are programs available for all ages and abilities**

The neighborhood will work with the Park and Recreation Board and Community Education to design and conduct a 'programming survey' in order to determine the types of programs neighborhood residents feel are not present and which ones they would attend, provided the opportunity. The neighborhood will then advocate for the program providers to develop programming to meet the needs identified.

NRP funds will be used for survey production and postage. The neighborhood is exploring the possibility of a CURA intern to help with this program.

**Partners:** Minneapolis Park and Recreation Board, Windom Park, Community Education

**Funding:** NRP: \$1,500

**Timeline:** 1997

**Contract Manager:** NRP

**Strategy A.3. Create and distribute a 'welcome packet.'**

To increase the awareness of available programs, services, help lines, bus routes, neighborhood activities, and community involvement opportunities, the neighborhood will create a 'welcome packet.' The neighborhood will distribute one to every household in the neighborhood and will work to ensure new residents receive one as they move in.

Information provided will include locations and phone numbers of area medical services, parks, schools, neighborhood associations, and churches. Also included will be more neighborhood specific information on block clubs, bus schedules, Windom Park programs, neighborhood organization events and opportunities, a business directory, and more.

Hennepin County NRP funds will be used for the initial production, including enough packets for initial distribution and a small additional supply. The neighborhood will cover additional production costs as needed through other sources.

**Partners:** Northeast Strong Together (NEST), Hennepin County, local businesses, Public Affairs, MCTO, et al.

**Funding:** Hennepin County NRP: \$5,000 (approval pending)

**Timeline:** 1997 (ongoing)

**Contract Manager:** Hennepin County

**Strategy A.4. Publicize existing programs, activities, services, and how to access them.**

Include notice of Windom Park, neighborhood, school, and other programs in the neighborhood's newsletter, the *Windom Window*. Additionally, information regarding programs will be included in the welcome packet (Social Environment Strategy A.3. above).

**Partners:** Various

**Funding:** \$0

**Timeline:** Ongoing

**Contract Manager:** N/A

**Strategy A.5. Install information kiosks/signs in Windom Park.**

The neighborhood will work with the Minneapolis Park and Recreation Board to install a lighted information sign in Windom Park that can be used to announce upcoming events and programs. The neighborhood will use NRP funds to purchase the sign and the Park Board will install and maintain it. Park staff will be responsible for updating the messages.

**Partners:** Minneapolis Park and Recreation Board, Windom Park

**Funding:** NRP: \$3,000

**Timeline:** 1997

**Contract Manager:** Minneapolis Park and Recreation Board

**Objective B: Increase Cultural/Arts activities.****Strategy B.1. Support revitalization of the Hollywood Theater.**

In order to increase the economic viability of arts programming in the community, Windom Park will examine proposals for the revitalization of the Hollywood Theater and will utilize Business strategies for any support.

See Business Strategy C.3.

**Strategy B.2. Increase neighborhood/public art.**

The neighborhood will work with local arts organizations (e.g. Art-a-Whirl) to have periodic, temporary art installations in the neighborhood. Locations, times, etc. will be coordinated by the neighborhood and other organizations involved.

Additionally, the neighborhood will work to incorporate permanent art installations in its gateway efforts (see Physical Environment Strategy A.3.).

**Partners:** Various

**Funding:** \$0

**Timeline:** Ongoing

**Contract Manager:** N/A

**Strategy B.3. Increase community awareness through cultural/art programming at Windom Park.**

The neighborhood will include cultural and arts programming in its survey efforts (see Social Environment Strategy A.2. above). Further, the neighborhood will work with the Minneapolis Park and Recreation Board and area performing groups to implement performance events at Windom Park that will highlight neighborhood revitalization opportunities and foster continuing participation.

NRP funds will be used for promotional materials and associated fees (e.g. facility rental and street permits).

**Partners:** Minneapolis Park and Recreation Board

**Funding:** NRP: \$5,000

**Timeline:** 1997 - 2002

**Contract Manager:** NRP

**Objective C: Create/Build a bond between the neighborhood and Pillsbury school.****Strategy C.1. Create after school/evening programs for all ages.**

The neighborhood will work with Pillsbury School to develop and implement an extended day/after school pilot program which will include both remedial and community instruction. From this pilot, programming will be expanded as needed and possible to include evening programs for the greater community. Community Education will be involved in this phase of the planning.

Currently, Pillsbury School is exploring the possibility of accessing Area Learning Center funds, and has submitted a grant request for a Parent/Community Liaison. The neighborhood will work with the Minneapolis Public School Board and Hennepin County to fund the completion of the school's technology plan (see Strategy C.2.) in order to enhance the technology aspects of developing programming.

**Partners:** Pillsbury School, Community Education, Minneapolis Public School Board

**Funding:** Pillsbury School, Minneapolis Public Schools (existing budgets)

**Timeline:** 1997 (continuing)

**Contract Manager:** N/A

**Strategy C.2. Increase community access to technology in order to provide opportunities for increasing self-sufficiency and information distribution.**

Work with Pillsbury School's Site Issues and Technology Committee, Minneapolis School Board, and Hennepin County to augment the school's technology plan. In return, all will work to develop a schedule for greater community access (see Strategy C.1.).

The neighborhood will help fund the purchase of new equipment and the School will be responsible for maintenance and needed repairs. The community will be able to use the computers and installed software for Internet Browsing (including accessing Windom Park Citizens in Action information from its Web Site), self teaching/practice on word processing and spreadsheet programs, youth educational programs, and possibly much more.

Without the participation of the Minneapolis Public Schools, this project can not come to fruition.

**Partners:** Pillsbury School, Minneapolis Public Schools, Hennepin County

**Funding:** NRP: \$25,000, Minneapolis Public Schools: \$79,000 (minimum, NRP or otherwise, approval pending) , Hennepin County NRP: \$29,000 (approval pending)

**Timeline:** 1997

**Contract Manager:** Minneapolis Public Schools

**Strategy C.3. Explore the creation of a neighborhood attendance area and work toward a "guaranteed" school for all public school students.**

The neighborhood will work with Pillsbury School and the Minneapolis School Board to 1) explore and implement a "neighborhood attendance area" around Pillsbury School and more importantly, 2) work to provide all public school students in the neighborhood a "guaranteed" community school.

**N.B.** The 1997-98 Kindergarten roster for Pillsbury School shows a great increase in the number of students from the Northeast and Southeast areas.

**Partners:** Pillsbury School, Minneapolis School Board

**Funding:** \$0

**Timeline:** Ongoing

**Contract Manager:** N/A

**Objective D: Increase the sense of safety.****Strategy D.1. Increase the number of block clubs.**

Work with CCP/SAFE to incorporate block club formation with the neighborhood's ongoing organizing activities. CCP/SAFE Crime Prevention Specialists and neighborhood volunteers/staff will actively recruit block club leaders through door knocking and other means. Areas being door knocked will be flyered a few days earlier with flyers provided by CCP/SAFE.

The neighborhood will also include information about the benefits of having an organized block club, training dates and times, and other information in its welcome packet (see Social Environment Strategy A.3. above).

Further, the neighborhood will seek to involve block clubs in more than merely crime prevention activities. For example, block clubs will be empowered to identify vacant houses and help determine their disposition as it may relate to the neighborhood's housing initiatives.

Partners: CCP/SAFE

Funding: CCP/SAFE (existing budget)

Timeline: Ongoing

Contract Manager: N/A

**Strategy D.2. Provide incentives to increase the activity of block clubs.**

The neighborhood will provide incentives to organize new block clubs and encourage existing block clubs by establishing a 'block club fund.' This fund will be used to purchase incentives (e.g. deadbolt locks) for new block clubs and to augment funding block clubs receive from other sources (e.g. Block Connections Grant Program administered by CCP/SAFE).

Partners: CCP/SAFE

Funding: NRP: \$2,500

Timeline: 1998 - 2002

Contract Manager: CCP/SAFE

**Strategy D.3. Increase safety of park users by improving access to emergency personnel.**

To increase the speed of communication and reporting of emergency situations, the neighborhood will purchase a set of portable radios for use by park staff while they are supervising the playground, swimming area, and ball fields. The Park Board will be responsible for ongoing maintenance and repairs.

Further, the neighborhood will advocate for a long term, permanent solution for this issue, as the playground and pool areas are over a block from the park center and are not visible to staff in the building. One option the neighborhood will explore the installation of a 'blue [emergency] phone.'

**Partners:** Minneapolis Park and Recreation Board

**Funding:** NRP: \$500

**Timeline:** 1998

**Contract Manager:** Minneapolis Park and Recreation Board

**Objective E: Improve Windom Park usability.****Strategy E.1. Improve exterior and public areas of 'Old building.'**

The neighborhood will work with the Minneapolis Park and Recreation Board to improve the Windom Park building. The Park Board will power wash the exterior of the 'old building,' paint the exterior trim and bathrooms; install brighter, energy efficient lighting in the bathrooms; and new doors to the public spaces.

Neighborhood NRP funds will be used to purchase upgraded lighting. The Park Board will be responsible for installation, and maintenance costs.

**Partners:** Minneapolis Park and Recreation Board

**Funding:** NRP: \$7,500, Minneapolis Park and Recreation Board (existing budget)

**Timeline:** 1998

**Contract Manager:** Minneapolis Park and Recreation Board

**Strategy E.2. 'Mid-cycle' playground improvement.**

The neighborhood will work with the Minneapolis Park and Recreation Board and School Board to replace worn and/or hazardous playground equipment approximately mid-way through the normal capital cycle for park improvements.

The neighborhood and Park and School Boards will split this cost. The neighborhood will not use NRP funds for this purpose.

**Partners:** Minneapolis Park and Recreation Board, Minneapolis School Board

**Funding:** Windom Park Citizens in Action: \$1,000, Minneapolis Park and Recreation Board: \$1,000 ,  
Minneapolis School Board: \$1,000

**Timeline:** 2008

**Contract Manager:** N/A

**Strategy E.3. Increase handicap accessibility to bathrooms in 'Old building.'**

The public bathrooms located in Windom Park's 'old building' do not meet ADA requirements. The neighborhood requests that the Minneapolis Park and Recreation Board include the necessary updates in their capital projects as soon as possible. The Park Board is expected to fully bear the associated costs.

**Partners:** Minneapolis Park and Recreation Board

**Funding:** Minneapolis Park and Recreation Board (existing budget)

**Timeline:** 1998

**Contract Manager:** N/A



**Objective F: Increase awareness/understanding of the neighborhood's diverse population.**

**Strategy F.1. Highlight different groups in neighborhood newsletter.**

Windom Park Citizens in Action will solicit articles about traditions, histories, values, and perspectives from its diverse communities for publication in the *Windom Window*.

Partners: N/A

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Strategy F.2. Incorporate traditions into Windom Park's Ice Cream Social.**

Windom Park Citizens in Action will involve the neighborhood's different groups in presenting traditional and modern crafts and visual and performance art at the neighborhood's annual Ice Cream Social.

Partners: N/A

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

## Social Environment

### Summary of 1996 - 2002 NRP Funding

[\$\$ in 000's]	1996	1997	1998	1999	2000	2001	2002	TOTALS
A.1. Community Center Support		see Business Strategies						
A.2. Program Availability	0	1.5	0	0	0	0	0	1.5
A.3. Welcome Packet	0	0	0	0	0	0	0	0
A.4. Program Publicity	0	0	0	0	0	0	0	0
A.5. Park Kiosks/Signs	0	3	0	0	0	0	0	3
B.1. Hollywood Theater		See Business Strategy C.3.						
B.2. Neighborhood/Public Art Displays		See Physical Environment Strategy A.3.						
B.3. Park Cultural/Art Programming	0	0	1.2	1.1	1	0.9	0.8	5
C.1. After School/Evening Programs	0	0	0	0	0	0	0	0
C.2. Community Access to School	0	25	0	0	0	0	0	25
C.3. Neighborhood Attendance Area	0	0	0	0	0	0	0	0
D.1. Increase Number of Block Clubs	0	0	0	0	0	0	0	0
D.2. Increase Block Club Activity	0	0	0.5	0.5	0.5	0.5	0.5	2.5
D.3. Access to Emergency Personnel	0	0	0.5	0	0	0	0	0.5
E.1. 'Old Building' Improvement	0	0	7.5	0	0	0	0	7.5
E.2. 'Mid-cycle' Playground Improvement	0	0	0	0	0	0	0	0
E.3. Increase Handicap Accessibility	0	0	0	0	0	0	0	0
F.1. Highlight Neighborhood Groups	0	0	0	0	0	0	0	0
F.2. Incorporate Traditions	0	0	0	0	0	0	0	0
Social Environment Totals	0	29.5	9.7	1.6	1.5	1.4	1.3	45

## Physical Environment

**Goal: Increasing neighborhood health through the integration of solutions to aesthetic, transportation, livability, and environmental issues, and by promoting environmentally responsible behavior.**

**Objective A: To enhance the physical environment.**

**Strategy A.1. Increase the number of trees and replace diseased and damaged trees.**

Work with the Minneapolis Park and Recreation Board (MPRB) Forestry Division to plant additional boulevard and park trees. The MPRB has completed a tree inventory for the Windom Park neighborhood. The neighborhood will help coordinate the plantings as community events.

NRP funds will be used for the purchase of trees — including replacements for trees lost in the first three years, labor for planting and watering, educational materials on tree care to be produced and distributed by the MPRB, and management/administrative costs.

Partners: Minneapolis Park and Recreation Board (MPRB)

Funding: NRP: \$20,000

Timeline: 1998-1999

Contract Manager: MPRB

**Strategy A.2. Investigate burying/moving utility lines to eliminate the need for radical pruning and improve aesthetics and neighborhood livability.**

The neighborhood will maintain an awareness of capital projects being planned and implemented in the neighborhood, and advocate for the burial and/or relocation of affected utility lines to achieve the purpose of this strategy.

Partners: Public Works

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Strategy A.3. Create gateways at all entrances to the neighborhood.**

Windom Park Citizens in Action will initiate and coordinate the design and implementation of gateway projects at the major entrances to the neighborhood: Lowry & Central, Lowry & Johnson, Lowry & Stinson, Stinson & 18<sup>th</sup>, 18<sup>th</sup> & Johnson, and 18<sup>th</sup> & Central. Projects will be designed to be inviting, representative of the neighborhood, and will incorporate public art when appropriate (Social Environment strategy B.2.) Neighborhood residents will be involved in the design, and the assistance of various agencies will be sought. This list may include the following agencies: Minneapolis Planning and Public Works, Hennepin County Public Works, Minneapolis Park Board, Minneapolis Arts Commission, et al.

The implementation of gateway projects will be coordinated as much as possible with any other developments in the neighborhood (e.g. 18<sup>th</sup> & Johnson reconfiguration, Central Avenue Plan implementation, traffic control measures, etc.).

Neighborhood NRP funds will be used for planning and design assistance not available through the above agencies and implementation. Funding will be sought from other public and private sources (agency budgets, foundations, grants, private investment, etc.). NRP funds will only be used as a match from other sources.

Partners: Various

Funding: NRP: \$60,000, Other Sources: \$60,000 (minimum estimate)

Timeline: 1997 - 2002

Contract Manager: Public Works

**Strategy A.5. Involve the community in the enhancement of the neighborhood.**

The neighborhood will develop and implement a variety of programs to increase community involvement in the enhancement and maintenance of the neighborhood.

A.5.1. Provide matching grants for block clubs that develop "greening" projects.

See Social Environment Strategy D.2.

A.5.2. The neighborhood will organize an annual neighborhood garden contest. The neighborhood will develop categories and guidelines, oversee judging, and solicit prizes.

Partners: N/A

Funding: \$0

Timeline: Ongoing (annual)

Contract Manager: N/A

A.5.3. The neighborhood will conduct an annual plant sale where neighborhood residents will be able to donate and purchase plants and garden related materials. Income from the Plant Sale will be used to purchase prizes for the Garden Contest (A.5.2. above).

Partners: N/A

Funding: \$0

Timeline: Ongoing (annual)

Contract Manager: N/A

**Objective B: Reduce the amount of graffiti in the neighborhood.**

**Strategy B.1. Develop and implement a program where convicted graffiti taggers spend community service hours removing graffiti in the neighborhood.**

Windom Park will work to involve the Northeast neighborhoods and various agencies in the development and implementation of a restorative justice program for the Northeast Community, with a focus on graffiti and other quality of life issues.

Partners: Inspections Department, Public Works, Hennepin County Community Corrections, et al.

Funding: \$0

Timeline: 1997 (ongoing)

Contract Manager: N/A

**Strategy B.2. Inform residents of how to report graffiti and on various methods of removal.**

Incorporate materials from Public Works and CCP/SAFE relating to graffiti reporting and removal in the neighborhoods Welcome Packet (Social Environment Strategy A.3.).

Partners: Community Crime Prevention/SAFE, Public Works

Funding: See Social Environment Strategy A.3.

Timeline: Ongoing

Contract Manager: N/A

**Objective C: Improve pedestrian and bicycle usage and safety.**

**Strategy C.1. Increase pedestrian and bicyclist safety throughout the neighborhood by working to slow motorized traffic, achieve and maintain appropriate street volumes, and reduce congestion.**

Work with Public Works Transportation Division to conduct a comprehensive, base-line study of neighborhood traffic. Methods to be used include but are not limited to speed/volume counts, traffic accident reports, and approach volume counts. Data from the base-line study will be used to 1) identify "trouble spots," 2) suggest types of solutions, and 3) determine the success of the solutions.

Because the effect on neighborhood traffic from the "The Quarry" now being constructed is not fully known, the neighborhood will first develop and implement temporary solutions. Once "The Quarry" is completely open, the neighborhood will reassess neighborhood traffic to determine any changes in use and will judge the effectiveness of the temporary measures. From this assessment, the neighborhood will develop long term/permanent measures to achieve the purpose of this strategy. Neighborhood residents, Police Department, and Public Works will be asked to participate in the development and implementation of both the temporary and permanent solutions.

Currently, some of the areas of great concern to the neighborhood are:

- Pedestrian safety on Johnson Street: speeding/congestion at 18<sup>th</sup>, 19<sup>th</sup>, 22<sup>nd</sup>, and Lowry,
- Pedestrian and bicyclist safety on Stinson Parkway: speeding,
- Pedestrian access to the "Quarry,"
- Pedestrian safety at Central and Lowry Avenues: speeding and congestion, and
- The effect on traffic in the neighborhood from the "Quarry."

Partners: Minneapolis Public Works Transportation Division, Minneapolis Police Department

Funding: See Strategy C.3. below

Timeline: 1997 (continuing)

Contract Manager: See Strategy C.3. below

**Strategy C.2. Create safe, accessible, and appropriately marked bicycle lanes throughout the neighborhood.**

Work with Public Works, Northeast Neighborhoods, and other organizations to create a system of neighborhood bicycle lanes that will best serve the neighborhood, fit with emerging Northeast and City-wide systems, and reinforce traffic control measures (above). The neighborhood would like to pursue the development of the following:

- Arthur Street Route (connects the Northeast Retail Project to NE Middle School, Waite Park and School)
- 18<sup>th</sup> Avenue Lane (connects the Northeast Retail Project to the west side of Northeast)
- Lowry Avenue Lane (connects the neighborhood to the Mississippi, North Minneapolis, and St. Anthony Village)
- Stinson Parkway Path ("completes" the Grand Round)
- 22<sup>nd</sup> Avenue Lane (connects the neighborhood to the Mississippi — identified in other plans)
- Fillmore Street Lane (connects several neighborhoods to the University and the 6<sup>th</sup> Avenue Greenway in Marcy-Holmes)
- Burlington Northern - Santa Fe Railroad Path (connects the neighborhood to existing path on County Road C in Roseville and the possible Fillmore Street Lane at East Hennepin)

Partners: Minneapolis Public Works, Minneapolis Park and Recreation Board, and other jurisdictions

Funding: See Strategy C.3. below

Timeline: 1997 (continuing)

Contract Manager: See Strategy C.3. below

**Strategy C.3. Provide the means to accomplish pedestrian/bicyclist safety and bicycle lane projects.**

The neighborhood will establish an implementation pool for the purpose of supporting projects developed in the preceding two strategies (C.1. and C.2.). Neighborhood funds will be used for planning (studies and any design work Public Works is unable to provide) and project implementation. NRP funds used for planning do not necessarily require a match.

The neighborhood will set aside a relatively small amount for immediate implementation of the higher priority projects, and will use some funds from the home improvement program that will have revolved to fund future implementation. NRP funds (whether initial or revolved) used for project implementation are contingent on a significant match from other sources (e.g. City, County, Park Board, State, etc.).

Partners: Various

Funding: NRP: \$50,000, Other Sources: \$150,000 (revolved from home improvement program),  
\$200,000 (other jurisdictions — minimum estimate)

Timeline: 1998

Contract Manager: Public Works



**Objective D: Promote the use of public transportation.****Strategy D.2. Support and encourage efforts of the City to examine long term public/mass/alternative transit systems.**

Work with City agencies and other transportation groups to sponsor round table discussions of the role of transportation systems, transit issues, and the future of mass transit in the neighborhood, City, and Metropolitan area.

**Partners:** Metropolitan Council Transit Operation (MCTO), Other Transportation Groups

**Funding:** \$0

**Timeline:** 1997 (ongoing)

**Contract Manager:** N/A

**Strategy D.3. Work to ensure all public areas in the neighborhood and local destinations (e.g. 'The Quarry') are accessible to the widest range of physical capabilities.**

The neighborhood will work with various organizations and governmental agencies to periodically examine the accessibility of public areas and local destinations. If areas or locations do not appear to have easy access or are not accessible to a wide range of physical capabilities, the neighborhood will work for changes to remedy the situation.

**Partners:** Various

**Funding:** \$0

**Timeline:** Ongoing

**Contract Manager:** N/A

**Strategy D.4. Increase the awareness and use of local bus routes.**

Include local bus schedules in the neighborhood's Welcome Packet (Social Environment Strategy A.3.).

**Partners:** MCTO

**Funding:** See Social Environment Strategy A.3.

**Timeline:** Ongoing

**Contract Manager:** N/A

**Objective E: Improve neighborhood safety by increasing and promoting human scale of lighting.**

**Strategy E.1. Increase neighborhood lighting.**

Windom Park Citizens in Action will increase the neighborhood's awareness of the City's Midblock/Shortblock Lighting Program through the neighborhood newsletter and other media. Additionally, because some areas may not qualify under the Midblock/Shortblock Lighting Program, the neighborhood will also publicize Northern States Power's (NSP) Nightwatch lighting program.

Both Public Works Transportation and NSP will provide information regarding their respective programs (e.g. processes, costs if applicable, guidelines, et al.).

**Partners:** Minneapolis Public Works Transportation, Northern States Power

**Funding:** \$0

**Timeline:** Ongoing (annual)

**Contract Manager:** N/A

**Strategy E.2. Promote a human scale for neighborhood lighting.**

Maintain an awareness of capital projects being planned and implemented in the neighborhood and advocate for the installation of, or change to lighting on a human scale when possible.

**Partners:** Minneapolis Planning, Public Works

**Funding:** \$0

**Timeline:** Ongoing

**Contract Manager:** N/A

**Objective F: Reduce the amount of and effect on the environment from pollution.****Strategy F.1. Monitor local sources of pollution and work to reduce levels.**

The neighborhood will continue its efforts to monitor local sources of air, soil, and water pollution and advocate for reduction in levels. The neighborhood will work with Minnesota Pollution Control Agency (MPCA), the Office of Environmental Assistance (OEA), Citizens for a Better Environment (CBE), Minneapolis Environmental Advisory Committee to complete an inventory of local polluted sites, pollution sources and levels; identify particularly problematic sites and/or sources; identify funding sources for remediation and/or reduction projects; and to continue the neighborhood's ongoing work.

**Partners:** Minnesota Pollution Control Agency, Office of Environmental Assistance, Citizens for a Better Environment, Minneapolis Environmental Advisory Committee

**Funding:** \$0

**Timeline:** Ongoing

**Contract Manager:** N/A

**Strategy F.2. Install sight/sound/pollution buffers between the neighborhood and high volume roadways.**

Work with appropriate agencies (Hennepin County, Minneapolis Park and Recreation Board (MPRB), Minnesota Department of Transportation, et al.) to design and implement strategies to create buffers between the neighborhood and high volume roadways (primarily Highways 88 and 35W).

As part of their construction 'process', Ryan Construction has donated \$5,000 which have been used to plant 60 trees between the neighborhood and Highway 88. The neighborhood helped MPRB to coordinate the planting of these trees.

**Partners:** Minneapolis Park and Recreation Board, Ryan Construction Company, MnDot

**Funding:** Ryan Construction Company: \$5,000

**Timeline:** 1997

**Contract Manager:** N/A

**Strategy F.3. Reduce the number of abandoned vehicles in the neighborhood, and work to ensure all vehicles are parked on appropriate surfaces.**

Work with Minneapolis Inspections to continue to allow the neighborhood's Citizen Inspectors to include abandoned vehicles and "illegal surfaces" in their surveys.

Partners: Minneapolis Inspections

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Strategy F.4. Reduce the noise/exhaust from City busses.**

The neighborhood will work toward the refitting of busses so exhaust is discharged above other vehicles and new technology/fuels are used to reduce exhaust and pollution levels.

Partners: MCTO

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Strategy F.5. Monitor airplane noise and advocate for compliance with Federal noise guidelines.**

The neighborhood will publicize the telephone number to report airplane noise, maintain an awareness of airline compliance of Federal regulations, and work for compliance.

Partners: N/A

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Objective G: Promote public sanitation and recycling.**

**Strategy G.1. Increase the percentage of “trash generating” locations (e.g. convenience stores, bus stops, etc.) that have litter receptacles.**

The neighborhood will work with private property owners, Minneapolis Public Works Solid Waste, Metropolitan Council Transit Operations, and others to identify “trash generating” locations, and develop ways in which litter receptacles can be placed and maintained as well as having their use promoted.

**Partners:** Property Owners, Minneapolis Public Works Solid Waste, Metropolitan Council Transit Operation

**Funding:** Other Sources

**Timeline:** 1997 - 2002

**Contract Manager:** N/A

**Strategy G.2. Increase the awareness of the health hazards of animal droppings and promote responsible pet owner behavior.**

The neighborhood will publicize the health dangers of animal droppings (e.g. ringworm fungi and bacteria that cause toxoplasmosis — which can cause birth defects) in its newsletter and other publications in an attempt to increase the numbers of responsible pet owners.

**Partners:** Minneapolis Department of Public Health

**Funding:** \$0

**Timeline:** Ongoing

**Contract Manager:** N/A

**Strategy G.3. Promote and support City recycling program expansion to include additional items and more frequent collections.**

The neighborhood will assess the need for increased recycling collections and allowing additional items, and will communicate the results to Public Works Solid Waste Division. The neighborhood will then advocate for and support changes to the program that will address the identified needs.

Partners: Public Works Solid Waste Division

Funding: \$0

Timeline: Ongoing

Contract Manager: N/A

**Objective H: Reduce the amount of household pollutants, and promote environmentally responsible alternatives.****Strategy H.1. Provide education and information on alternatives to traditional landscaping and lawn care procedures.**

Work with Pillsbury School to establish an "alternative lawn demonstration site" on school property. The demonstration site will function as an educational tool for both the community and Pillsbury students. The site will highlight plant species native to Minnesota that can work well as alternatives to traditional turf lawns and that do not require as much fertilizer as traditional lawns.

Partners: School Board (Pillsbury School)

Funding: NRP: \$5,000, Other Sources: \$5,000

Timeline: 1997-98

Contract Manager: Minneapolis Public School Board

**Strategy H.2. Reduce household pollutants.**

Include information about hazardous household materials (i.e possible and documented effects on health and the environment), appropriate methods of and locations for disposal, better buying practices, and healthier, safer alternatives.

The neighborhood will work with Hennepin County Household Hazardous Waste and the Minnesota Pollution Control Agency (MPCA) to acquire documents for distribution/publication.

**Partners:** Hennepin County Hazardous Waste, Minnesota Pollution Control Agency

**Funding:** \$0

**Timeline:** Ongoing

**Contract Manager:** N/A

**Strategy H.3. Increase the awareness of storm water runoff and the dangers of dumping oil and other pollutants into storm drains.**

The neighborhood will organize a storm drain stenciling program with the help of the League of Women Voters and Minneapolis Public Works.

**Partners:** Minneapolis League of Women Voters, Minneapolis Public Works

**Funding:** \$0

**Timeline:** 1998

**Contract Manager:** N/A

# Physical Environment

## Summary 1996 - 2002 NRP Funding

[\$\$ in 000's]	1996	1997	1998	1999	2000	2001	2002	TOTALS
A.1. Tree Planting	0	0	20	0	0	0	0	20
A.2. Utility Line Relocation	0	0	0	0	0	0	0	0
A.3. Neighborhood Gateways	0	10	10	10	10	10	10	60
A.4.1. "Greening" Grants		See Social Environment Strategy D.2.						0
A.4.2. Garden Contest	0	0	0	0	0	0	0	0
A.4.3. Plant Sale	0	0	0	0	0	0	0	0
B.1. Restorative Justice re: graffiti	0	0	0	0	0	0	0	0
B.2. Graffiti Awareness	0	0	0	0	0	0	0	0
C.1. Traffic Control	0	0	0	0	0	0	0	0
C.2. Bicycle Lanes	0	0	0	0	0	0	0	0
C.3. Implementation Pool (for C.1. & C.2.)	0	0	50	0	0	0	0	50
D.1. Support Transit Systems	0	0	0	0	0	0	0	0
D.2. Public Area/Destination Access	0	0	0	0	0	0	0	0
D.3. Awareness/Use of Bus Routes	0	0	0	0	0	0	0	0
E.1. Increase Lighting	0	0	0	0	0	0	0	0
E.2. Human Scale Lighting	0	0	0	0	0	0	0	0
F.1. Monitor/Reduce Pollution	0	0	0	0	0	0	0	0
F.2. Install Buffers	0	0	0	0	0	0	0	0
F.3. Reduce Abandoned Vehicles	0	0	0	0	0	0	0	0
F.4. Reduce Bus Noise/Exhaust	0	0	0	0	0	0	0	0
F.5. Airplane Noise	0	0	0	0	0	0	0	0
G.1. Litter Receptacles	0	0	0	0	0	0	0	0
G.2. Hazards of Animal Droppings	0	0	0	0	0	0	0	0
G.3. Recycling Program Expansion	0	0	0	0	0	0	0	0
H.1. Alternative Lawns	0	0	5	0	0	0	0	5
H.2. Households Hazardous Waste	0	0	0	0	0	0	0	0
H.3. Storm Water Runoff	0	0	0	0	0	0	0	0
Physical Environment Totals:	0	10	85	10	10	10	10	135



## Administration

### **Goal: Provide for continuity in the full implementation of Windom Park's Comprehensive Action Plan.**

**Objective A: Create an administrative and organizational structure to ensure the Action Plan and other neighborhood initiatives can be organized, completed, and reviewed.**

**Strategy A.1. Provide staff support for the organization, coordination, and implementation of all parts of the Action Plan.**

The neighborhood will hire staff to provide administrative support for all aspects of the neighborhood's Action Plan. Responsibilities could include:

- Provide staff support to the Windom Park Citizens in Action Board and committees.
- Act as a liaison between City staff and departments, other organizations, and neighborhoods.
- Develop additional non-NRP funding sources.
- Oversee administration of reporting, finances, and recordkeeping. Minimally report monthly.
- Organize volunteers to empower them to implement plan strategies and continue to meet the needs of the neighborhood.
- Ensure contracts generated by the NRP Plan are carried out in the best interests of the neighborhood.

NRP funds will provide five years of staffing and operational support in order to accomplish this goal. Windom Park Citizens in Action expects to continue to receive support from other organizations to fund ongoing citizen participation activities (e.g. insurance, newsletter, etc.)

Partners: N/A

Funding: NRP: \$160,000, Other Sources: \$50,000 (estimate)

Timeline: 1997 - 2002

Contract Manager: NRP

## Administration<sup>1</sup>

### Summary 1996 - 2002 NRP Funding

[\$\$ in 000's]	1996	1997	1998	1999	2000	2001	2002	TOTALS
<b>Staffing</b>								
Salary	0	12.48	27.12	19.24	14.96	10.82	4.98	89.6
Fringe	0	2.88	6.24	4.4	3.44	2.5	1.04	20.5
<b>Operation</b>								
Rent	0	1.72	4.34	4.44	4.58	4.74	2.88	22.7
Utilities	0	0.332	0.838	0.862	0.888	0.912	0.558	4.39
Supplies	0	0.288	0.728	0.748	0.768	0.792	0.486	3.81
Communications	0	1.6	4	3.48	2.42	1.72	0.78	14
Equipment	0	1.2	2.6	1.2	0	0	0	5
<b>Administration Totals</b>	0	20.5	45.866	34.37	27.056	21.484	10.724	160

<sup>1</sup> Salary line item assumes 1.5 FTE in 1997 (approximately 5 months) and declining in the years following. The fringe line item is 23% of salary and will be used for payroll taxes, benefits, etc. Rent, utilities, and supplies include a 3% annual increase to account for inflation. Communications includes neighborhood-wide mailings, targeted mailings, and project advertisement.

## Acknowledgments

The following individuals have actively participated in the Windom Park NRP planning process through work on one of the Design Teams or Steering Committee, or by attending neighborhood NRP related meetings. The list contains neighborhood residents, Windom Park Citizens in Action Board Members, neighborhood business operators, commercial property owners, government staff, government officials, area experts, and more.

Millie Felling	Tom Solz	Constance Haugen
Mike Balistreri	Georgine Knudson	Rick Jacobs
Thane Lewis	Melanie Steinborn	Mark Shoenbaur
Judy Lewis	Phil Vanner	Marne Moe
Mounioz Eltmamsi	Evelyn Wilson	Audrey Cullen
Kevin Erickson	Lois Allen	Frances Green
Erban Frank	Len Biernat	Peter Urseth
Lois Kelly	Paul Ostrow	Kathy Urseth
Nick Law	Roger Solem	Jane Shaw
Mark Stenglein	Inez Clark	Diane Loeffler
Dan Miller	Rick Mason	John Sullivan
Betsy Mitchell	Vicki Matthes	Richard Edlich
Paul Mitchell	Linda Petrocke	Chris Newby
Jon Sharrat	Phil Wynn	Lynn Tsan
Lucille Sjoberg	Lynette Witsack	Micheal Vennewitz
Sue Ann Westphal	Lorrie Stromme	Ric Watson
Todd Pierson	Mary Dugdale	Dawn Williams
Steve Pihlaja	Teri Edwards	Donald Williams
Ed Rajtar	Rhonda Fields	Marcia Williston
Rick Sauk	Michael Rainville	Earl Johnson
Fern Smith	Nick Fletcher	Steve Lundell
Jane Eshleman	Marit Gladen	Jim Madsen
Larry Eshleman	Gladyce Haflund	Bob Mickelson
Mary Larson	Steven Bilyk	Carol Jacobs
Kathy Neuman	Rhonda Rae	Paul Moudry
Gloria Trebisovsky	Marion Borchardt	John Nelson
David Haugan	Elaine Boyce	Robbie Nelson
Dean Wendland	Jeanne Erickson	Joel Nyquist
Barb Sullivan	Mike Fredrickson	Nancy Eibrink
Jim Daire	June Giernat	Dave Sours

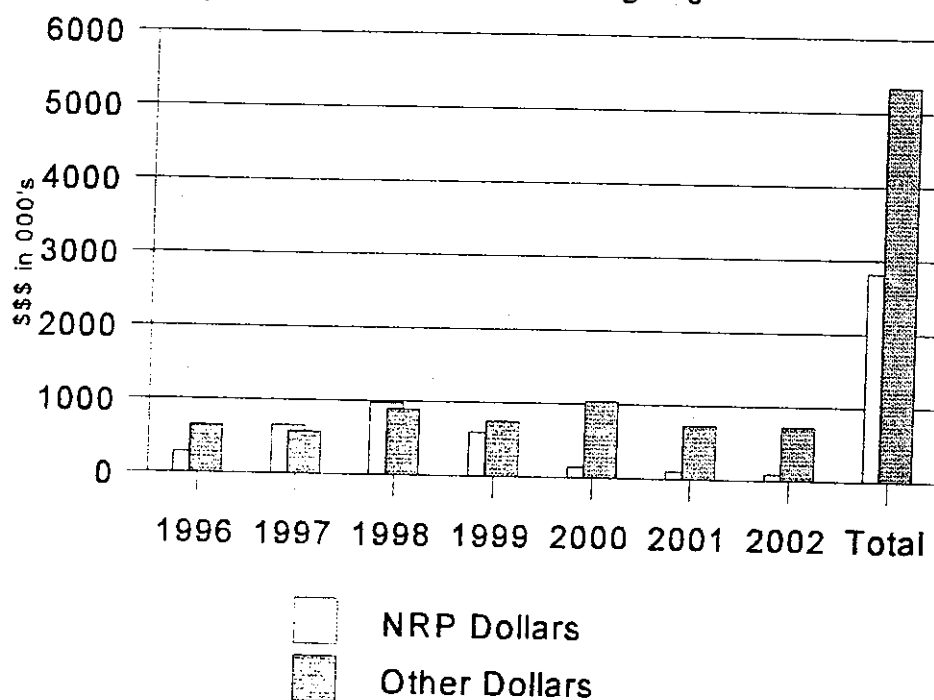
Add to this list the hundreds of people who participated by returning surveys, and the scores who provided information or answered questions regarding one or another section of the preceding Neighborhood Action Plan. Apologies for misspelled names.

## Comprehensive Funding Summary<sup>1</sup>

### 1996 - 2002 Windom Park Action Plan

[\$\$ in 000's]	1996	1997	1998	1999	2000	2001	2002	TOTALS
Housing - NRP	278	0	772	535	98	65	65	1813
Housing - Other	550	0	705	705	705	705	705	4075
Business - NRP	0	665	0	0	0	0	0	665
Business - Other	87.5	450	113	20	12	0	0	682.5
Social Environment - NRP	0	29.5	9.7	1.6	1.5	1.4	1.3	45
Social Environment - Other	0	113	0	0	0	0	0	113
Physical Environment - NRP	0	10	85	10	10	10	10	135
Physical Environment - Other	5	10	65	10	310	10	10	420
Administration - NRP	0	20.5	45.866	34.37	27.056	21.484	10.724	160
Administration - Other	0	0	10	10	10	10	10	50
NRP Dollars	278	650	971.566	590.97	142.556	97.884	87.024	2818
Other Dollars	642.5	573	893	745	1037	725	725	5343.5

### Comprehensive Funding by Year



<sup>1</sup> Other dollars indicated include jurisdictional NRP commitments and anticipated jurisdictional and private participation, leveraged private investment, and some use of revolving NRP dollars.

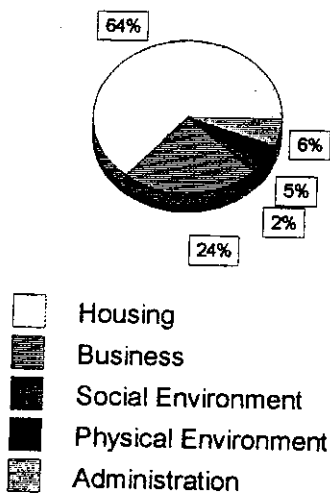
<sup>2</sup> The shaded cell includes \$3,000 of other funds to be leveraged in 2008.

## Funding Distribution Summary

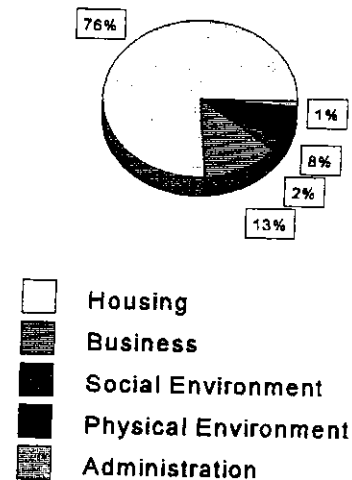
### 1996 - 2002 Windom Park Action Plan

[\$\$\$ in 000's]	NRP Dollars	Other Dollars	Total Dollars
Housing	1813	4075	5888
Business	665	682.5	1347.5
Social Environment	45	116	161
Physical Environment	135	420	555
Administration	160	50	210
<b>Total</b>	<b>2818</b>	<b>5343.5</b>	<b>8161.5</b>

NRP Dollar Distribution



Other Dollar Distribution



Total Dollar Distribution

